DESIGN THINKING IN EDUCATION

Designing with People for People

SINA MOSSAYEB
HELLO.

@sinamossayeb
TODAY’S OBJECTIVE

Become familiar with design thinking

Explore ways of innovating in education

Become curious about how you can apply design thinking in your work
INTRODUCTION

What is Design Thinking?
WHAT IS CREATIVITY?

Painter  Dancer  Writer  Musician
WHAT IS CREATIVITY?

Physicist  Activist  Educator  Chemist

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ARE YOU CREATIVE?
1. Get a piece of paper and pencil/pen
2. Pick anyone you see on the screen
3. Write their name on the piece of paper
4. Turn your microphone on
5. When I say “GO” — draw the person you are looking at
6. You have one minute total

DRAW YOUR NEIGHBOR

Sina Mossayeb
BOB MCKIM
Creativity Researcher, Stanford University
WHAT ARE THE BOUNDARIES OF DESIGN?
- Interviewer
WHAT ARE THE BOUNDARIES OF PROBLEMS?

- Charles Eames
HINT
Innovation

Design Thinking → PEOPLE

BUSINESS

TECHNOLOGY

Visual from IDEO
DESIGN THINKING PROCESS

INSPIRATION

IDEATION

EXECUTION

EXPLORATION

SYNTHESIS

EVALUATION

EVOLUTION

CONVERGE

DIVERGE
BUT IT'S NOT THAT SIMPLE. IT GET'S MESSY.
HOW IS IT APPLIED?

PRODUCTS

SERVICES

ORGANIZATIONS

MOVEMENTS

Visual from IDEO
REMEMBER KUTOL?
Kay Zuffal
Teacher
(Joe's sister-in-law)
ENTER
PLAY-DOH
PEOPLE ARE NOT BINARY
DESIGN THINKING PROCESS

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CONVERGE

DIVERGE
THE PROCESS

Putting it to work
DESIGN THINKING PROCESS

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DIVERGE
INSPIRATION

Some Key Instruments in Design Research

Interviews  Analogous  Observations
INSPIRATION

Interviews

• Broad to Deep
• Open-ended
• Get Specific
• Go visual
• Show Me

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INSPIRATION

Analogous

• Situations
• Experiences
• Organizations
Observation

• Immersion
• Look for adaptations
• Look for what people care about
• Look for things that are missing

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OBSERVATION
What do you observe?
INSPIRATION

Observation
IDEATION
Generating concepts from insights

Brainstorm  Co-CREATE  Crowdsourced
Brainstorm

• Defer judgment.
• Encourage wild ideas.
• Build on the ideas of others.
• Stay focused on the topic.
• One conversation at a time.
• Be visual.
• Go for quantity.

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Co-Create

• Make-a-thon
• Design charettes
DESIGN THINKING PROCESS

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EXPLORATION

IDEATION

CREATION

EVELOUTION

CONVERGE

DIVERGE
PROTOTYPING
Executing and Building to Think

- Sketches & mock-ups
- Temporary builds
- Time-bound iterative cycling
- Role-Play
- Storyboards

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DESIGN THINKING PROCESS

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Visual from IDEO
DESIGN BLINDSPOTS

Caution of Pitfalls

Sina Mossayeb
Designer Biases
Gender, Race, Culture, & More

Panacea Mentality
It’s not going to solve all problems

Operator Error (ID10T)
Competency in applying methods
THANKS.

Let’s Talk.

@sinamossayeb
smossayeb@gmail.com